

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

SCHULZE, JR.

Serial No.: 08/835,105

Filed: April 4, 1997

Atty. File No.: 2937-9

For: "MERCHANDISING USING
CONSUMER INFORMATION
FROM SURVEYS"

Assistant Commissioner
for Patents
Washington, D.C. 20231

Group Art Unit: 2766

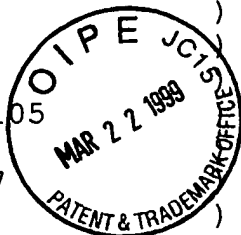
Examiner: J. Nimmo

AMENDMENT AND RESPONSE

RECEIVED

MAR 31 1999

Group 2700



CERTIFICATE OF MAILING

I HEREBY CERTIFY THAT THIS
CORRESPONDENCE IS BEING DEPOSITED WITH
THE UNITED STATES POSTAL SERVICE AS FIRST
CLASS MAIL IN AN ENVELOPE ADDRESSED TO
ASSISTANT COMMISSIONER OF PATENTS,
WASHINGTON, DC 20231 ON March 17, 1999.

SHERIDAN ROSS P.C.

BY: *Ginger Barentkamp*

Dear Sir:

In response to the Office Action having a mailing date of
December 23, 1998 (Paper No. 3) regarding the above-identified U.S.
patent application, please amend the application as follows:

IN THE CLAIMS:

Claim 1, page 41, line 7, delete "identifying unit" and
insert --identification card--.

*Sub
B37*

11. (Amended) ~~A system for obtaining and responding to~~
5 ~~information from consumers in connection with providing one or~~
~~more benefit receipts, comprising:~~

~~a telecommunications survey network for providing
telecommunications survey questions to at least a first~~